

# City of Alameda

## Façade Grant Program Annual Review

Presented by  
Development Services

August 2008



### Needle in a Haystack on Webster Street – BEFORE

- The paint is old and faded
- The building façade is scarred from a former box sign, now removed.



### Needle in a Haystack on Webster Street – AFTER

- The building has been sanded, primed and painted in dignified, grey neutrals.
- The architectural elements have been painted bold accent colors that are the complementary pairs of the color wheel signifying that this is a place where you can buy color – in the form of yarn.



### Amazon Aquarium on Park Street – BEFORE

- The signage of a prior business, a dry-cleaner, remains on the building confusing many would be customers
- The sign must stay in place, however, because it is integral to the style of the building
- The local Historic Advisory Board must review any changes, granting a Certificate of Approval
- The leading concept here is “Save the sign, change the copy”



### **Amazon Aquarium on Park Street – AFTER**

- The sign has been saved and the copy changed. Now, it is clear that tropical fish are sold here.



### **Kelly Moore Warehouse on Pacific - BEFORE**

- Building has minimal architectural interest and does not complement the building next to it, the retail store, Kelly Moore.



### **Kelly Moore Warehouse on Pacific – AFTER**

- The building has been re-done in a clever way. While still a warehouse, it fits in nicely with the next door retail paint store. Transom windows are an illusion, as are the windows. The classic commercial storefront rhythm is retained.



### **Wally's Corner on Webster Street – BEFORE**

- While the building has recently been repainted, it lacks curb appeal.





### Wally's Corner – AFTER

- The fresh coat of paint has now been complemented by coordinating, black & white striped awnings that provide both sun protection and curb appeal.



### +Alameda Healing Center on Lincoln Avenue – BEFORE

- The paint is old and faded
- The office lacks signage
- The façade does not draw the eye



### **Alameda Healing Center on Lincoln Avenue-- AFTER**

- The building has been painted in attractive colors
- Tile has been replaced to match
- Addresses are now clearly spelled out in the transom area
- A vibrant sign calls attention to this office use



### **Providence Veterinary Clinic on Webster – BEFORE**

- Awnings are old and faded
- Building lacks architectural interest



**Providence Veterinary Clinic on Webster – AFTER**

- The façade has been attractively redone with a brick base and stuccoed top
- The corbelled roof cap is more typical of “Main Street” architecture
- Dogs & cats are still provided separate entrances!



**Pauline's on Park Street - BEFORE**

- Paint has begun to peel and pop
- Roll-out awning no longer works and could be replaced
- Metal gates could be repainted





### **Pauline's on Park Street – AFTER**

- A fresh coat of paint has been applied
- The old roll-out frame has been removed and a fixed awning matching the paint installed
- Signage is tastefully applied to the awning valance
- The metal gates were replaced and painted a neutral black.



### **Pappo Restaurant on Santa Clara - BEFORE**

- Signage, while attractive, could be stronger and more inviting
- The current arrangement of doors & windows prohibits dining al fresco, a most desirable concept with this restaurant's strategic position directly across from the recently re-opened Alameda Theatre





### Pappo Restaurant on Santa Clara - AFTER

- Signage is beautifully executed with the hanging, blade sign functioning also as an art piece.
- An awning shelters and encloses an outdoor dining area to promote dining “al fresco.”



### New business flanking the historic Alameda Theatre: Burgermeister

- The Program worked with the tenant in both signage design and also the “patio” area fencing.



**New business flanking the historic Alameda Theatre: Alameda Wine Company**

- The Program worked with the tenant in both signage design and also the "patio" area fencing.



**2008 Alameda Architectural Preservation Society Award Winners**

**Minh and Francesca Nguyen, owners and architect**

**AND**

**Development Services' Façade Grant Program**

**Encinal Place - BEFORE**



### Encinal Court – AFTER

- All transom windows have been restored
- All storefronts have been reconfigured to their original design
- All tile matches as does all hardware
- A signage program has resulted in attractive, uniform design
- The Façade Grant Program partnered on all storefronts, with Planet Crepe & Kobe Ya accomplished this past year.



## City of Alameda FACADE GRANT PROGRAM PROJECT

in partnership with:

- The Greater Alameda Business Association
- The Park Street Business Association
- The West Alameda Business Association



The program provides partial funding and design assistance to business owner/operators and property owners located in the Park or Webster Street Business Districts and the City's historic Train Station areas.

Further information: Sue G. Russell, Development Services Department, City of Alameda // office 510.749.5834 or cell 415.410.7747 // [sgussell@ci.alameda.ca.us](mailto:sgussell@ci.alameda.ca.us)



## Façade Grant Program Committee



- Cynthia Eliason, Planning & Building Department
- Julie Stonehouse, Stonehouse Design
- Jan Mason, Greater Alameda Business Association
- Kathy Moehring, West Alameda Business Association
- Robb Ratto, Park Street Business Association

